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MAY 19 1939

Decision to try the plan first in Rochester was based on conferences there during the past two weeks between Philip F. Maguire, Vice-President of the Federal Surplus Commodities Corporation, and representatives of state, county, and local public welfare agencies, city

and county officials, and members of the wholesale and retail food trades.

"Pledges of one hundred percent cooperation on the part of all groups and excellent facilities for checking the operations and determining the accomplishments of the plan were factors in deciding upon that City as a splendid one in which to make the first test", Mr. Maguire said. With a population of 330,000, Rochester has several thousand families who are receiving some form of public assistance. Nearly 5,500 heads of families are employed on W. P. A. projects.

The regular program of the Federal Surplus Commodities Corporation, under which the Government buys surpluses direct and donates them to state welfare agencies for distribution for relief purposes, will be continued for the present in all areas except Rochester and five other experimental cities yet to be named.

Two variations of the food stamp plan, both of which are voluntary, will be tried out in Rochester, it was announced. Under one, W. P. A. workers may request that an amount equal to \$1 a week for each member of the family be deducted from their wages. Such workers will receive orange stamps good for the purchase of any food in an amount equal to that which they have asked to be deducted. While the \$1 a week for each member of the family would be the minimum amount which could be obtained, such workers will be eligible to obtain orange stamps of a value up to approximately \$1.50 a week for each member of

the family if they wish. In addition, blue stamps, representing fifty percent of the value of the orange stamps issued to each person and good only for foods designated as surplus, will be given free.

The other plan makes the same minimum of \$1 in orange stamps and maximum of about \$1.50 in orange stamps available for purchase by the person receiving general relief, old age assistance, aid to dependent children, and aid to the blind. With every one dollar purchase of orange stamps, these eligible persons will receive free fifty cents in blue stamps good for exchange for certain designated surplus foods at any grocery store. Arrangements are now being worked out for redemption of the stamps locally by grocers who accept them for food. The stamps will be redeemed by the Government from funds already available to the Federal Surplus Commodities Corporation. These are the same funds now being used to purchase surplus commodities for donation to state welfare agencies.

Stamp books, similar to those used for postage stamps, and including both orange and blue stamps in a ratio of two to one will be made available for purchase by eligible persons in Rochester at places yet to be designated. The value of the orange stamps in the book will range from \$2 to \$10. While the surplus food products, for which blue stamps will be used, have not yet been officially designated, some of those on the list are expected to be the same as those the Corporation has purchased and distributed in the past. These probably will include such commodities as butter, grapefruit, oranges, dried fruits, beans, and eggs. Fresh vegetables might be added as they come into surplus later during the season.

Announcement of the selection of other cities in which the plan will be tried will take place after surveys now under way are completed. It is planned to announce the remaining cities one at a time. The remaining five cities to be designated for trying out the food stamp plan experiment will be in widely scattered sections of the country and will be selected as soon as possible.

In announcing the launching of the food stamp program, Secretary Wallace said, "At the same time that many American farmers suffer from producing too much, millions of American families suffer from not having enough to eat.

"Unused farm surpluses don't mean real abundance at all. Often they mean waste and scarcity--substandard diets for millions of town and city families, and ruinous incomes for farm families. The demand for many of the most health-giving foods--such as fruits, fresh vegetables, butter, eggs and milk--is influenced greatly by the size of city families' incomes. If they have enough money, they buy these foods freely. If their incomes shrink, they buy far less of the protective foods that are necessary to a balanced diet. Then farm surpluses pile up and go to waste.

"As long as people in this country lack food, the sensible thing to do with farm surpluses is to make them available to undernourished people, so far as that is possible. This will not solve the whole farm problem, of course, any more than it will solve the whole relief problem. But it can go a long way toward helping both farmers and consumers. Farmers need a broader market for their products, and low-income consumers need a more adequate diet.

"The food stamp plan will give eligible families a chance to increase their purchases of surplus vitamin rich foods. Estimates have been made that many millions of people in the United States spend an average of \$1.00 a week, or less, for food for each person. That is not quite 15 cents a day; about a nickel a meal. Such wholly inadequate expenditures mean price depressing surpluses for farmers and diets for low-income families inadequate to maintain minimum standards of health. Other studies indicate that, on the average, \$1.50 a week is the smallest sum that will provide a city dweller with an adequate diet. The food stamp plan is designed to achieve this objective.

"As I have already stated, if the new plan succeeds it will make three distinct contributions to the public welfare.

"1. It will get more surplus farm products into consumption.

That will help agriculture.

"2. It will provide more and better food for low-income families.

That will improve the public health and benefit the future of our people.

"3. It will increase the volume of merchandise moving through

the normal channels of trade. That will help all business.

"As the new plan is tried out, I am confident it will have the cooperation of farmers, housewives and business men. This is a splendid opportunity for us all to prove that united effort is the way to plenty."

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